

CHAPTER V

CONCLUSIONS AND SUGGESTION

Based on the explanation on the previous chapters, the conclusions obtained

5.1. Conclusion

The writer concludes that first, the taste innovation that were interested by the customer is balado. It can be know from the highest percentage with 91,2% because the taste of balado was stronger and spicy.

Second is about the package. The package of *kerupuk ubi* just used black plastic and no sale value. The writer tried to create two new packaging that was more attractive and would be more desirable. So, there are 3 result of package but the package that were choose by the customer is the second packaging with the rank 92,2%

5.2 Suggestion

Kerupuk ubi is potential as culinary food in Palembang society. After doing this final report, the writer gives some suggestion. First, It is better if the makers of *kerupuk ubi* do some innovation in taste, so consumer will not be bored and customer will be interested to try that product. Second, the maker of *kerupuk ubi* should change their package with a new package who look attractive and also hygienic